

## **REMARKS**

Claims 1-29 are pending in the application, of which, claims 1, 19, and 26-29 are independent. All pending claims stand rejected. In particular, claims 1-29 stand rejected under 35 U.S.C. §112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the recited embodiments.

Upon entry of this amendment, which is respectfully requested, independent claims 1, 19, and 26-29, as well as dependent claims 2-10, 13, 16-18, and 20-24, will be amended to more distinctly claim current embodiments. Applicants have amended the claims solely to expedite prosecution of the present application (*i.e.*, not for reasons related to patentability) and reserve the right to pursue the subject matter of the originally filed claims in this application and in other applications. No new matter is believed added by this amendment. Support for all amendments exists in the specification and claims as originally filed, and all such matter has previously been searched by the Examiner.

Applicants respectfully request reconsideration and further examination of the pending claims in view of the arguments presented herein and in accordance with 37 CFR §1.112.

Applicants address each of the separate §112, second paragraph rejections set forth by the Examiner through the following remarks that are presented in paragraphs corresponding to the rejections described by the Examiner:

a) Claims 1-18, 26, and 28 stand rejected under §112, second paragraph, for reciting the phrase "...based, at least in part, on said social index". In particular, the Examiner states that it is not clear "what other parts play a role in selecting the information segments other than the social index". Applicants respectfully note that claims 1-18, 26, and 28 are written utilizing the "open" transition phrase "comprising". In other words, other processes and/or elements may be practiced in addition to those listed without deviating from the claimed embodiments.

As an example, an information segment may be selected based on the social index *and* "other targeting information associated with an information segment (*e.g.*, the information segment only should be provided to woman [sic], people over fifty, people with incomes over

\$100,000 per year)." (as described in the Application as published, US 2002/0161838 A1, [0072]). In accordance with the claim language however, such "other targeting information" need not be considered in selecting the information segments, to read upon the claimed embodiment.

At least for this reason, Applicants respectfully request that the §112, second paragraph rejection of claims 1-18, 26, and 28 be withdrawn.

b) Claims 1 and 19 stand rejected under §112, second paragraph, for reciting the processes of "providing a notification...". In particular, the Examiner states that "[i]t is not clear how and to whom the notification is provided". Applicants respectfully note that claims 1 and 19 are *not* written to claim "how" and "to whom" the notification is provided. Accordingly, the notification may be provided to anyone and/or anything, to read upon the claimed embodiment. For example, "[t]he notification might be sent to one or more people or one or more devices". [0040]. In specific examples recited in the application, the notification may be provided to (1) a Web site server [0041], (2) one or more people meeting the social index [0042], (3) a Web page [0042], (4) one or more user devices [0042], and/or (5) a person associated with the person for whom the social index was determined [0043].

At least for this reason, Applicants respectfully request that the §112, second paragraph rejection of claims 1 and 19 be withdrawn.

c) Claims 1, 19, and 26-29 stand rejected under §112, second paragraph, for using the phrase "one of said plurality" in multiple processes within the claims. In particular, the Examiner indicates that the claim language of the "providing a notification..." and the "selecting one of said plurality..." is vague and/or indefinite. Applicants have amended claims 1, 19, and 26-29 to more clearly point out the claimed features. In particular, Applicants have amended the claim language to improve readability (*e.g.*, by removing/replacing instances of the phrase "one of said plurality").

At least for this reason, Applicants respectfully request that the §112, second paragraph rejection of claims 1, 19, and 26-29 be withdrawn.

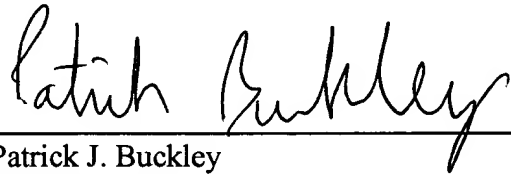
d) Claim 27 stands rejected under §112, second paragraph, for having elements that are not interlinked and interrelated to each other. In particular, the Examiner indicates that "it is not clear how the processor is going to operate to determine a social index because the memory does not store any code or instructions to provide this functionality to the processor." Applicants have amended claim 27 to more distinctly point out how the processor and memory may be interrelated according to some embodiments.

At least for this reason, Applicants respectfully request that the §112, second paragraph rejection of claim 27 be withdrawn.

### **CONCLUSION**

Accordingly, Applicants respectfully request allowance of the pending claims. If any issues remain, or if the Examiner has any further suggestions for expediting allowance of the present application, the Examiner is kindly invited to contact the undersigned via telephone at (203) 972-0191.

Respectfully submitted,



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